

"Argumentation and Credibility Appeals in Persuasion"

I. A. Cognitive Response Model



B. Thoughts can be arguments that:

- 1.
- 2.
- 3.

C. Important advantage of cognitive response model - It suggests that the receiver plays an active role. Messages are not just injected into the receiver by the speaker.

II. Review of Research

A. Argumentation

1. Strong arguments produce _____ responses than weak arguments.
2. Messages with more arguments are _____ than those with fewer arguments.

B. Expertise

1. Receivers are _____ motivated to develop counterarguments when they perceive the source to be believable.
2. Highly credible sources are more persuasive when identified _____ the speech rather than _____.

C. Attractiveness

1. Physically attractive sources are persuasive.
2. Attractiveness may increase motivation to pay attention (increase cognitive responses) or may decrease motivation to scrutinize (decrease cognitive responses).

III. Four Hypotheses of Benoit's Study

- A. Messages with strong arguments stimulate more positive and fewer negative thoughts than weak ones.
- B. Messages with strong arguments create more attitude change than weak ones.
- C. Expertise and attractiveness do not influence cognitive responses on an involving topic.